

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Strategic Media Services**  
**3299 K Street NW, Suite 200**  
**Washington, DC 20007**  
**USA**

<u>Contract / Revision</u> 484932 /		<u>Alt Order #</u> 06226920
<u>Product</u> DEAN HELLER 4 SENATE		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 30	KVVU	11/03/12	11/03/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$2,100.00			
N 31	KVVU	11/05/12	11/05/12	Bones	Mon 8p-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$7,500.00			
N 32	KVVU	11/05/12	11/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$4,250.00			
N 33	KVVU	11/04/12	11/04/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$45.00			
<b>Totals</b>											<b>23</b>	<b>\$36,915.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	23	\$36,915.00	\$31,377.75
<b>Totals</b>	<b>23</b>	<b>\$36,915.00</b>	<b>\$31,377.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!

CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
NOV2/12 14.10  
\*\*\* KVVU-TV \*\*\*

BUYER NAME	NEIL WILLIAMS
SALES PRSN	PH- TERESA DIFURIA

ORDER #	CONTRACT #	6226920	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	DEAN HELLER 4 SENATE EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT31/12 NOV6/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			NOV2/12 14.10

REP: TO ROSE  
FROM TERESA  
OKED M1... SEE LINESE 33-34  
TTL = 36915  
PLEASE CONFIRM

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
30	S		1000P-1045P	30		\$2,150.00	11/4	11/4	0		SUN	0
PROGRAM : NEWS												
ORD COM1 : ADD												
33	A		1000P-1100P	30		\$2,100.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
ORD COM1 : SPOT N/A NOT AT LUR. SEE MG. CREDIT \$5. PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR NOV4 ON LINE-30 FOR 1 SPOT/WK												
34	A		430A-459A	30		\$45.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
ORD COM1 : SPOT N/A NOT AT LUR. SEE MG. CREDIT \$5. PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 33-34												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 14.10  
 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6226920 TRF# 484932  
 \$\$\$ MOD# 1: UNAPPROVED REV #3 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#30 MISSED: SUN/1000P-1045P NOV4 30S \$2,150.00 (NOV2/12)  
 OFFER: SAT/1000P-1100P NOV3 30S \$2,100.00 PLS ADVISE.  
 & SUN/430A-459A NOV4 30S \$45.00

CMT: SPOT N/A NOT AT LUR. SEE MG. CREDIT \$5. PRE-BOOKED PLS APPROVE.

NOV/12 36915.00 CONTRACT TOTAL 36915.00  
 TOTAL SPOTS 23

MARKET TOTALS \$167,125 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 12.02  
 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6226920 TRF# 484932  
 \$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

ADV # \_\_\_\_\_ ADV. NAME POLI/D HELLER/R/SEN/NV REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS  
 3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6226920 CLASS: NATL. LOCAL REGIONAL  
 PRDCT DEAN HELLER 4 SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 NOV6/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV2/12 12.02

REP: \*\*REVISION  
 ADD LINES 30-32  
 NEW TOTAL \$36,920  
 PLS CNF THANKS  
 NIKKI

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
30	A		1000P-1045P	30		\$2,150.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
ORD COM1: ADD												
31	A		700P-800P	30		\$7,500.00	11/5	11/5	1		MON	1
PROGRAM : BONES												
ORD COM1: ADD												
32	A		1000P-1045P	30		\$4,250.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
ORD COM1: ADD												

10-11P

Set 10-11P

REP HEADLINE# 6226920 TRF# 484932  
\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
NOV/12						36920.00						
CONTRACT TOTAL 36920.00												
TOTAL SPOTS 22												

915

MARKET TOTALS \$167,125 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

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**USA**

<u>Contract / Revision</u> 484932 /		<u>Alt Order #</u> 06226920
<u>Product</u> <b>DEAN HELLER 4 SENATE</b>		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 27	KVVU	11/03/12	11/03/12	Early Pre-Game	Early Pre-Game		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,375.00			
N 28	KVVU	11/01/12	11/05/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/30/12	11/05/12	M--T--S				2	\$85.00			
N 29	KVVU	11/04/12	11/04/12	The Simpsons/Cleveland	7p-8p		:30			NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,150.00			
<b>Totals</b>											<b>19</b>	<b>\$23,020.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	19	\$23,020.00	\$19,567.00
<b>Totals</b>	<b>19</b>	<b>\$23,020.00</b>	<b>\$19,567.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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ADV # \_\_\_\_\_ ADV. NAME POLI/D HELLER/R/SEN/NV REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
 AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200  
 WASHINGTON, DC 20007  
 SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6226920 CLASS: NATL. LOCAL REGIONAL

PRDCT DEAN HELLER 4 SENATE EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 NOV6/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT30/12 17.49

REP: REINVESTED FR HL 6368051  
 SEE LINES 27-29  
 NEW TOTAL \$22935 (+2695)  
 PLS CNF THANKS  
 NIKKI

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
27	A		900A-1000A	30		\$1,375.00	11/3	11/3	1		SAT	1
PROGRAM : COLLEGE PREGAME												
ORD COM1: REINVEST FR HL 6368051												
28	A		430A-459A	30		\$85.00	11/1	11/6	2		TH-F,TU	2
PROGRAM : NEWS												
ORD COM1: REINVEST FR HL 6368051												
29	A		708P	30		\$1,150.00	11/4	11/4	1		SUN	1
PROGRAM : SIMPSONS/CLEVELAND												
ORD COM1: REINVEST FR HL 6368051												

11a-12p

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS
NOV/12			23020.00									

CONTRACT TOTAL

23020.00

TOTAL SPOTS

19

MARKET TOTALS \$167,125

KVVU 20%

KSNV 28%

KTUD 0%

KLAS 26%

KTNV 18%

KVMY 5%

KVCW 3%

CABL 0%

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE





**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u> 484932 /		<u>Alt Order #</u> 06226920
<u>Product</u> DEAN HELLER 4 SENATE		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Services**  
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
D 1	KVVU	10/31/12	11/02/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	0	\$0.00
D 2	KVVU	11/06/12	11/06/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	0	\$0.00
N 3	KVVU	10/31/12	11/02/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--	3			\$725.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/29/12-11/04/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	---WThF----	:30		\$725.00	NM		
See MG 3.4,3.5,3.6												
2	KVVU	10/29/12-11/04/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	---WThF----	:30		\$725.00	NM		
See MG 3.4,3.5,3.6												
3	KVVU	10/29/12-11/04/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	---WThF----	:30		\$725.00	NM		
See MG 3.4,3.5,3.6												
4	KVVU	10/31/12-11/02/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	---WThF----	:30		\$725.00	NM		
Ⓜ MG for 3.3,3.1,3.2												
5	KVVU	10/31/12-11/02/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	---WThF----	:30		\$725.00	NM		
Ⓜ MG for 3.3,3.1,3.2												
6	KVVU	10/31/12-11/02/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	---WThF----	:30		\$725.00	NM		
Ⓜ MG for 3.3,3.1,3.2												
N 4	KVVU	11/05/12	11/06/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/05/12	11/11/12	MT-----	2			\$725.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	11/05/12-11/11/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	MTu-----	:30		\$725.00	NM		
See MG 4.3,4.4												
2	KVVU	11/05/12-11/11/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	MTu-----	:30		\$725.00	NM		
See MG 4.3,4.4												
3	KVVU	11/05/12-11/06/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	MTu-----	:30		\$725.00	NM		
Ⓜ MG for 4.1,4.2												
4	KVVU	11/05/12-11/06/12		Fox 5 News AM M-F 6a-7a	M-F 6a-7a	MTu-----	:30		\$725.00	NM		
Ⓜ MG for 4.1,4.2												
N 5	KVVU	10/31/12	11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--	3			\$700.00				

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<u>Contract / Revision</u> 484932 /		<u>Alt Order #</u> 06226920
<u>Contract Dates</u> 10/31/12 - 11/06/12	<u>Product</u> DEAN HELLER 4 SENA	<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		<del>\$700.00</del>	NM		
	See MG 5.4,5.5,5.6											
	2	KVVU	10/29/12-11/04/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		<del>\$700.00</del>	NM		
	See MG 5.4,5.5,5.6											
	3	KVVU	10/29/12-11/04/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		<del>\$700.00</del>	NM		
	See MG 5.4,5.5,5.6											
	4	KVVU	10/31/12-11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		\$700.00	NM		
	Ⓜ MG for 5.2,5.1,5.3											
	5	KVVU	10/31/12-11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		\$700.00	NM		
	Ⓜ MG for 5.2,5.1,5.3											
	6	KVVU	10/31/12-11/02/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	---WThF----	:30		\$700.00	NM		
	Ⓜ MG for 5.2,5.1,5.3											
N 6	KVVU	11/05/12	11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$700.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		<del>\$700.00</del>	NM		
	See MG 6.5,6.6,6.7,6.8											
	2	KVVU	11/05/12-11/11/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		<del>\$700.00</del>	NM		
	See MG 6.5,6.6,6.7,6.8											
	3	KVVU	11/05/12-11/11/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		<del>\$700.00</del>	NM		
	See MG 6.5,6.6,6.7,6.8											
	4	KVVU	11/05/12-11/11/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		<del>\$700.00</del>	NM		
	See MG 6.5,6.6,6.7,6.8											
	5	KVVU	11/05/12-11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		\$700.00	NM		
	Ⓜ MG for 6.4,6.2,6.1,6.3											
	6	KVVU	11/05/12-11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		\$700.00	NM		
	Ⓜ MG for 6.4,6.2,6.1,6.3											
	7	KVVU	11/05/12-11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		\$700.00	NM		
	Ⓜ MG for 6.4,6.2,6.1,6.3											
	8	KVVU	11/05/12-11/06/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	MTU-----	:30		\$700.00	NM		
	Ⓜ MG for 6.4,6.2,6.1,6.3											
D 7	KVVU	10/31/12	11/01/12	More M-F 9-10a	M-F 9a-10a		:30			NM	0	\$0.00
D 8	KVVU	11/05/12	11/06/12	More M-F 9-10a	M-F 9a-10a		:30			NM	0	\$0.00
D 9	KVVU	10/31/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
D 10	KVVU	11/05/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
D 11	KVVU	10/31/12	11/02/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
D 12	KVVU	11/05/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	0	\$0.00
D 13	KVVU	10/31/12	11/02/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
D 14	KVVU	11/05/12	11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00
D 15	KVVU	10/31/12	11/02/12	MORE Access	630-7pm		:30			NM	0	\$0.00
D 16	KVVU	11/05/12	11/05/12	MORE Access	630-7pm		:30			NM	0	\$0.00
N 17	KVVU	10/31/12	11/02/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--WTF--				2	\$2,150.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Contract / Revision	Alt Order #
484932 /	06226920

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	DEAN HELLER 4 SENA	

Advertiser	Original Date / Revision
Dean Heller For Senate	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																																																																																																																																		
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th colspan="2"><u>Spots/Week</u></th><th><u>Rate</u></th><th colspan="3"></th></tr><tr><th><u>Spot</u></th><th><u>Ch</u></th><th colspan="2"><u>Date Range</u></th><th><u>Description</u></th><th><u>Start/End Time</u></th><th><u>Weekdays</u></th><th><u>Length</u></th><th></th><th><u>Rate</u></th><th><u>Type</u></th><th colspan="2"></th></tr><tr><td>2</td><td>KVVU</td><td colspan="2">10/29/12-11/04/12</td><td>Fox 5 News M-F 10p-11p</td><td>10p-11p</td><td>---WThF----</td><td>:30</td><td></td><td><del>\$2,150.00</del></td><td>NM</td><td colspan="2"></td></tr><tr><td colspan="13">See MG 17.4, 17.5</td></tr><tr><td>3</td><td>KVVU</td><td colspan="2">10/29/12-11/04/12</td><td>Fox 5 News M-F 10p-11p</td><td>10p-11p</td><td>---WThF----</td><td>:30</td><td></td><td><del>\$2,150.00</del></td><td>NM</td><td colspan="2"></td></tr><tr><td colspan="13">See MG 17.4, 17.5</td></tr><tr><td>4</td><td>KVVU</td><td colspan="2">10/29/12-11/04/12</td><td>Fox 5 News M-F 10p-11p</td><td>10p-11p</td><td>---WThF----</td><td>:30</td><td></td><td>\$2,150.00</td><td>NM</td><td colspan="2"></td></tr><tr><td colspan="13">Ⓜ MG for 17.2, 17.3</td></tr><tr><td>5</td><td>KVVU</td><td colspan="2">10/29/12-11/04/12</td><td>Fox 5 News M-F 10p-11p</td><td>10p-11p</td><td>---WThF----</td><td>:30</td><td></td><td>\$2,150.00</td><td>NM</td><td colspan="2"></td></tr><tr><td colspan="13">Ⓜ MG for 17.2, 17.3</td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>				<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			2	KVVU	10/29/12-11/04/12		Fox 5 News M-F 10p-11p	10p-11p	---WThF----	:30		<del>\$2,150.00</del>	NM			See MG 17.4, 17.5													3	KVVU	10/29/12-11/04/12		Fox 5 News M-F 10p-11p	10p-11p	---WThF----	:30		<del>\$2,150.00</del>	NM			See MG 17.4, 17.5													4	KVVU	10/29/12-11/04/12		Fox 5 News M-F 10p-11p	10p-11p	---WThF----	:30		\$2,150.00	NM			Ⓜ MG for 17.2, 17.3													5	KVVU	10/29/12-11/04/12		Fox 5 News M-F 10p-11p	10p-11p	---WThF----	:30		\$2,150.00	NM			Ⓜ MG for 17.2, 17.3												
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D 18	KVVU	11/05/12	11/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	0	\$0.00																																																																																																																																		
D 19	KVVU	11/01/12	11/01/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	0	\$0.00																																																																																																																																		
D 20	KVVU	11/03/12	11/03/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	0	\$0.00																																																																																																																																		
D 21	KVVU	11/04/12	11/04/12	Fox News Sunday 8-9a	8-9a		:30			NM	0	\$0.00																																																																																																																																		
D 22	KVVU	11/04/12	11/04/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p		:30			NM	0	\$0.00																																																																																																																																		
N 23	KVVU	11/04/12	11/04/12	NFL Early Game	NFL Early Game		:30			NM	1	\$7,500.00																																																																																																																																		
<table><tr><th colspan="2"></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th colspan="2"></th><th colspan="2"><u>Spots/Week</u></th><th><u>Rate</u></th><th colspan="3"></th></tr><tr><td colspan="2">Week: 10/29/12</td><td>11/04/12</td><td></td><td>-----1</td><td colspan="2"></td><td colspan="2">1</td><td>\$7,500.00</td><td colspan="3"></td></tr></table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>				Week: 10/29/12		11/04/12		-----1			1		\$7,500.00																																																																																																											
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<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>																																																																																																																																				
1	KVVU	10/29/12-11/04/12		NFL Early Game	NFL Early Game	-----Su	:30		<del>\$7,500.00</del>	NM																																																																																																																																				
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2	KVVU	10/29/12-11/04/12		NFL Early Game	NFL Early Game	-----Su	:30		\$7,500.00	NM																																																																																																																																				
Ⓜ MG for 23.1 11/04																																																																																																																																														
D 24	KVVU	11/04/12	11/04/12	NFL Late Game	NFL Late Game		:30			NM	0	\$0.00																																																																																																																																		
D 25	KVVU	11/04/12	11/04/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	0	\$0.00																																																																																																																																		
D 26	KVVU	11/04/12	11/04/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	\$0.00																																																																																																																																		
Totals											15	\$20,325.00																																																																																																																																		

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	15	\$20,325.00	\$17,276.25
<b>Totals</b>	<b>15</b>	<b>\$20,325.00</b>	<b>\$17,276.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 19.06

3299 K. STREET NW, SUITE 200

WASHINGTON, DC 20007

PRDCT	<u>DEAN HELLER 4 SENATE</u>	EST#	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 NOV6/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT24/12 19.00

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1		SZ	500A-600A	30		\$250.00	10/31	11/2	0		W-F	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												
2		SZ	500A-600A	30		\$250.00	11/6	11/6	0		TUE	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
3		RZ	600A-700A	30		\$725.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : MAX 1X DAY												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 19.06

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4		RZ	600A-700A	30		\$725.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : MAX 1X DAY												
5		RZ	700A-900A	30		\$700.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : MAX 1X DAY												
6		RZ	700A-900A	30		\$700.00	11/5	11/6	4		M-TU	4
PROGRAM : NEWS												
ORD COM1 : REVISED RATE												
CON COM1 : MAX 2X DAY												
7		SZ	900A-1000A	30		\$150.00	10/31	11/1	0		W-TH	0
PROGRAM : MORE												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												
8		SZ	900A-1000A	30		\$150.00	11/5	11/6	0		M-TU	0
PROGRAM : MORE												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												
9		SZ	400P-500P	30		\$175.00	10/31	11/2	0		W-F	0
PROGRAM : DR OZ												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												
10		SZ	400P-500P	30		\$175.00	11/5	11/5	0		MON	0
PROGRAM : DR OZ												
ORD COM1 : CANCELED SPOT												
11		SZ	500P-530P	30		\$550.00	10/31	11/2	0		W-F	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												

FAX# 610-225-1191  
 \*\*\*  
 FROM REP OCT24/12 19.06  
 \*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12		SZ	500P-530P	30		\$550.00	11/5	11/5	0		MON	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
13		SZ	530P-600P	30		\$550.00	10/31	11/2	0		W-F	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												
14		SZ	530P-600P	30		\$550.00	11/5	11/5	0		MON	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
15		SZ	600P-700P	30		\$200.00	10/31	11/2	0		W-F	0
PROGRAM : MORE												
ORD COM1 : CANCELED SPOT												
CON COM1 : MAX 1X DAY												
16		SZ	600P-700P	30		\$200.00	11/5	11/5	0		MON	0
PROGRAM : MORE												
ORD COM1 : CANCELED SPOT												
17	*		1000P-1100P	30		\$2,150.00	10/31	11/2	2		W-F	2
PROGRAM : NEWS												
ORD COM1 : REVISED RATE AND SPOT												
CON COM1 : MAX 1X DAY												
18		SZ	1000P-1100P	30		\$825.00	11/5	11/5	0		MON	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
19		SZ	1100P-1135P	30		\$475.00	11/1	11/1	0		THU	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												
20		SZ	1000P-1100P	30		\$500.00	11/3	11/3	0		SAT	0
PROGRAM : NEWS												
ORD COM1 : CANCELED SPOT												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21		SZ	800A-900A	30		\$325.00	11/4	11/4	0		SUN	0
PROGRAM : NEWS												
ORD COM1: CANCELED SPOT												
22		SZ	900A-1000A	30		\$1,750.00	11/4	11/4	0		SUN	0
PROGRAM : NFL PREGAME												
ORD COM1: CANCELED SPOT												
23		RZ	1000A-100P	30		\$7,500.00	11/4	11/4	1		SUN	1
PROGRAM : NFL												
ORD COM1: REVISED RATE												
24		SZ	100P-400P	30		\$5,500.00	11/4	11/4	0		SUN	0
PROGRAM : NFL												
ORD COM1: CANCELED SPOT												
25		SZ	1000P-1045P	30		\$700.00	11/4	11/4	0		SUN	0
PROGRAM : NEWS												
ORD COM1: CANCELED SPOT												
26		SZ	1045P-1100P	30		\$475.00	11/4	11/4	0		SUN	0
PROGRAM : SPORTS WRAP UP												
ORD COM1: CANCELED SPOT												

NOV/12    20325.00    CONTRACT TOTAL    20325.00  
 TOTAL SPOTS    15

MARKET TOTALS \$167,125    KVVU 20%    KSNV 28%    KLAS 26%    KTNV 18%    KVMY 5%    KVCW 3%    CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME  
 P-CLASS,PLAN,SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE

JUL9/12 15.35  
\*\* KVVU-TV \*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/D HELLER/R/SEN/NV REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200

WASHINGTON, DC 20007

<b>ORDER #</b>	<b>CONTRACT #</b>	<b>CLASS:</b>	<b>NATL.</b>	<b>LOCAL</b>
6226920	6226920			

PRDCT	DEAN HELLER	4	SENATE	EST#	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT	DATES	OCT31/12	NOV6/12	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	JUL9/12	15.35
*****					

REP: TO ROSE  
FR NIKKI  
NEW HELLER FOR SENATE OFFER  
TOTAL \$33425  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-600A	30		\$250.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												
2			500A-600A	30		\$250.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS												
3			600A-700A	30		\$675.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												
4			600A-700A	30		\$675.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
CON COM1: MAX 1X DAY												



:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
5			700A-900A PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$625.00	10/31	11/2	3		W-F	3
6			700A-900A PROGRAM : NEWS CON COM1: MAX 2X DAY	30		\$625.00	11/5	11/6	4		M-TU	4
7			900A-1000A PROGRAM : MORE CON COM1: MAX 1X DAY	30		\$150.00	10/31	11/1	2		W-TH	2
8			900A-1000A PROGRAM : MORE CON COM1: MAX 1X DAY	30		\$150.00	11/5	11/6	2		M-TU	2
9			400P-500P PROGRAM : DR OZ CON COM1: MAX 1X DAY	30		\$175.00	10/31	11/2	3		W-F	3
10			400P-500P PROGRAM : DR OZ	30		\$175.00	11/5	11/5	1		MON	1
11			500P-530P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$550.00	10/31	11/2	3		W-F	3
12			500P-530P PROGRAM : NEWS	30		\$550.00	11/5	11/5	1		MON	1
13			530P-600P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$550.00	10/31	11/2	3		W-F	3
14			530P-600P PROGRAM : NEWS	30		\$550.00	11/5	11/5	1		MON	1

25	1000P-1045P	30	\$700.00	11/4	1	SUN	1
PROGRAM : NEWS							

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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26			1045P-1100P	30		\$475.00	11/4	11/4	1		SUN	1
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PROGRAM : SPORTS WRAP UP

NOV/12 33425.00

CONTRACT TOTAL 33425.00  
TOTAL SPOTS 48

MARKET TOTALS \$167,125 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0% KTUD 0%

SVC- NSI  
DEMOS- RA35+\*